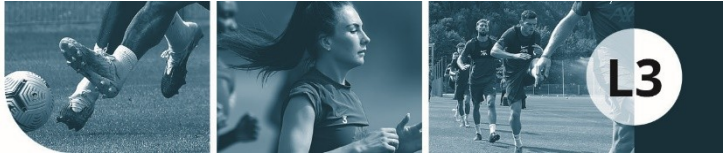

BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Sports
Unit number and title	**Unit 20: Large Sports Spectator Events**
Learning aim	B: Understand considerations for running large sports spectator events
Assignment title	**Plan for success**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Well done your work placement is going well! You have received good feedback from your line manager about your presentation. You have now been asked to undertake another research task as part of your investigation of large-scale sports spectator events for your organisation. Good luck- there is a possibility of a job opportunity so ensure you produce a high-quality task.

Task 1	You are required to produce a portfolio of evidence for your line manager and members of the senior management team. Your portfolio should include information on a large-scale sports spectator event appropriate to your country/region: • resources that you would need to consider for a large-scale sports spectator event • health and safety/security/information on the venue and local/regional requirements for organisers, participants, and spectators • roles and responsibilities associated with different types of large-scale sports spectator events • evidence of promotional and marketing considerations to include information on acquiring sponsorship and the impact of effective marketing and promotional activities on an events success. Ensure that to really impress the members of the senior management team you should produce a professional portfolio that contains information that is evaluative and covers all the various aspects of successful event planning. Good luck -You have got this!

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
B.P4	Describe the resources required, the health, and safety

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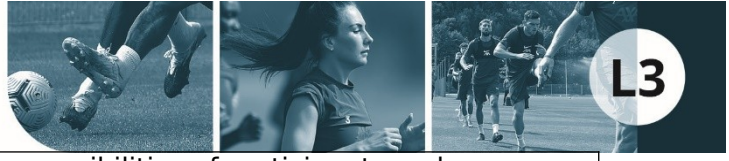

	considerations and roles and responsibilities of participants and spectators involved in a large-scale sports event.
B.P5	Explore the marketing and promotional of a large sporting spectator event.
B.M3	Assess the resources required, the health, and safety and security considerations and roles and responsibilities of participants and spectators involved in a large-scale sports event.
B.M4	Analyse effective marketing promotional and sponsorship strategies for a large spectator sporting event with a clear awareness of the event aims.
B.D2	Evaluate the significance of various aspects of event planning including resources, key roles health, and safety and the impact of effective marketing and promotional activities.
Checklist of evidence required	A professional portfolio of evidence Reference list
Other assessment materials attached to this brief	
Sources of Information	*Class notes* Desbordes, Michel, Richelieu, André International Sport Marketing: Issues and Practice Routledge Research in Sport and Management: - Graham S, *The Ultimate Guide to Sport Event: Management & Marketing*, Irwin Professional, 1995 ISBN 9780786302444 Hoyle LH, *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*, John Wiley & Sons, 2002 ISBN 9780471401797 Supovitz F and Goldblatt J, *The Sports Event Management and Marketing Playbook: Managing and Marketing Winning Events*, John Wiley & Sons, 2004 ISBN 9780471460077 Westerbeek H et al, *Managing Sport Facilities and Major Events*, Routledge, 2006 ISBN 9780415401098 *International Journal of Sport Management and Marketing* https://www.youtube.com/watch?v=qiayl0Ca4hQ